

ORDER



Orders
Order / Rev: 169433
Alt Order #: 06378361
Product Desc: ROMNEY 4 PRESIDENT
Estimate: 332
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/16/12 / 10/19/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Rambler Productions
Buying Contact: Stephanie Kincaid
Billing Contact:
 139 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/M Romney/R/Pres/US
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	42	\$47,650.00	\$40,502.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$47,650.00	\$40,502.50	0.00
Totals	42	\$47,650.00	\$40,502.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	13%	\$47,650.00
Market	100%	\$366,538.46

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$47,650.00
WITI	60%	\$219,923.08
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$51,315.38
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/22/12	10/23/12	Morning News M-F 6a - 7a	DM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----			2			\$50.00		0.00			
E 3	WDJT	10/22/12	10/23/12	CBS Mning Nws M-F 7-9a	DM	7a-9a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----			2			\$50.00		0.00			

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 Alt Order #: 06378361
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Poli/M Romney/R/Pres/US
 Product Desc: ROMNEY 4 PRESIDENT
 Estimate: 332
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WDJT	10/22/12	10/23/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2		\$350.00			0.00			
E 7	WDJT	10/22/12	10/23/12	News at Noon News at Noon	CM	12p-1230p MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2		\$150.00			0.00			
E 9	WDJT	10/22/12	10/23/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2		\$300.00			0.00			
E 10	WDJT	10/17/12	10/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3		\$300.00			0.00			
E 11	WDJT	10/22/12	10/23/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2		\$750.00			0.00			
E 12	WDJT	10/17/12	10/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3		\$750.00			0.00			
E 13	WDJT	10/22/12	10/22/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1		\$1,500.00			0.00			
E 14	WDJT	10/17/12	10/18/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WT---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WT---		2		\$750.00			0.00			
E 15	WDJT	10/22/12	10/23/12	M-F Late News M-F Late News	CM	10p-1035p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----		2		\$800.00			0.00			
E 16	WDJT	10/17/12	10/19/12	M-F Late News M-F Late News	CM	10p-1035p --WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3		\$800.00			0.00			
E 17	WDJT	10/23/12	10/23/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----		1		\$6,000.00			0.00			
E 18	WDJT	10/23/12	10/23/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----		1		\$3,000.00			0.00			
E 19	WDJT	10/17/12	10/17/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1		\$3,000.00			0.00			
E 20	WDJT	10/17/12	10/17/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1		\$3,000.00			0.00			
E 23	WDJT	10/20/12	10/20/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a	CM	6a-9a -----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	WDJT	10/20/12	10/20/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a		6a-9a -----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1			\$50.00		0.00			
E 24	WDJT	10/20/12	10/20/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1			\$600.00		0.00			
E 26	WDJT	10/21/12	10/21/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$150.00		0.00			
E 27	WDJT	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM) -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$750.00		0.00			
E 28	WDJT	10/21/12	10/21/12	Face the Nation Face the Nation	CM	930a-10a -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$750.00		0.00			
E 29	WDJT	10/21/12	10/21/12	Sun 10-1030a Green Bay Nation	CM	10a-1030a -----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$100.00		0.00			
E 30	WDJT	10/21/12	10/21/12	NFL Early Game Regular NFL Early Game	CM	NFL Early Game -----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$2,000.00		0.00			
E 31	WDJT	10/21/12	10/21/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$3,000.00		0.00			
E 32	WDJT	10/21/12	10/21/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$6,000.00		0.00			
E 33	WDJT	10/21/12	10/21/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$2,500.00		0.00			
E 34	WDJT	10/21/12	10/21/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$2,500.00		0.00			
E 35	WDJT	10/21/12	10/21/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -----1	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1			\$800.00		0.00			
Totals													42	\$47,650.00